

PARENTS EMPOWERED

UNDERAGE DRINKING PREVENTION MEDIA AND EDUCATION CAMPAIGN

FY2026 ANNUAL REPORT

Parents Empowered.org

Department of Alcoholic Beverage Services

eliminating alcohol sales to youth E.A.S.Y.

Department of Public Safety

1625 SOUTH 900 WEST
SALT LAKE CITY, UT 84104
DMURAKAMI@UTAH.GOV



TABLE OF CONTENTS

01 **EXECUTIVE SUMMARY**
THE STATE OF UNDERAGE DRINKING IN UTAH

02 **MEDIA CAMPAIGN**
SMALL MOMENTS. BIG INFLUENCE.

03 **COMMUNITY IMPACT**
TAKING PREVENTION STATEWIDE

04 **DATA + EVALUATION**
MEASURING MEANINGFUL CHANGE

05 **EASY REPORT**
ELIMINATING ALCOHOL SALES TO YOUTH



01 EXECUTIVE SUMMARY

WHAT IS PARENTS EMPOWERED?

Parents Empowered is Utah's statewide underage drinking prevention media and community education campaign. Our goal, along with our community partners, is to have every Utah child reach the age of 21 alcohol-free so they can have a healthier brain and a brighter future.

Because parents play a fundamental role in protecting kids, the campaign is directed to parents/caregivers of 9-16 year-olds. Research shows kids are less likely to drink when parents are actively involved in their lives. When children perceive that their parents' attitudes, actions, and family norms clearly communicate that underage drinking is not acceptable, 9 out of 10 will choose not to drink.

Funded by the Utah Legislature, this community-based initiative provides parents and caregivers with information about the harmful effects of alcohol on the developing adolescent brain, along with research-based parenting skills to help prevent underage drinking.

The campaign is centered on research-based strategies, targeted media outreach and community mobilization to drive measurable change in parental attitudes and youth behavior to reduce underage drinking across Utah.



YOUTH ALCOHOL USE TRENDS OVERALL

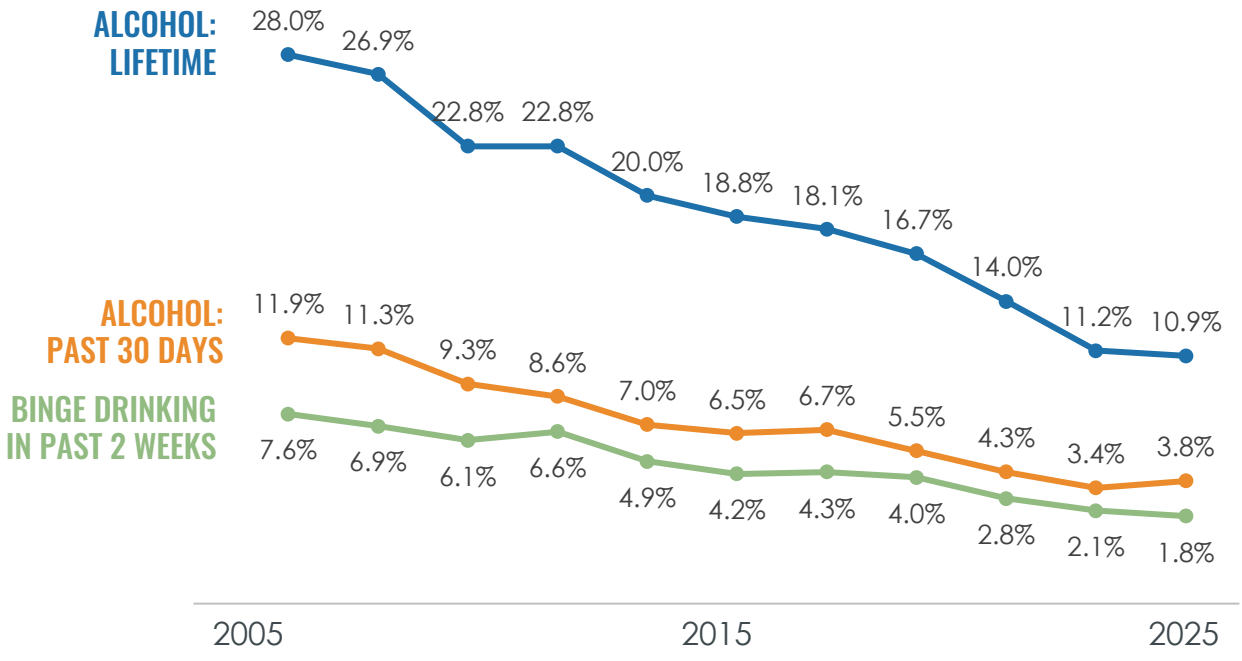
As of 2025, Utah's rates of all three types of youth alcohol use have decreased substantially since 2005.

61% DECREASE
Lifetime alcohol use
28% in 2005 → 10.9% in 2025

68% DECREASE
Past 30-day alcohol use
11.9% in 2005 → 3.8% in 2025

76% DECREASE
Binge drinking
7.6% in 2005 → 1.8% in 2025

YOUTH ALCOHOL USE TRENDS
GRADES 6, 8, 10 & 12 COMBINED (2005-2025)



2025 SHARP RESULTS FOR 30-DAY USE SHOW A CONSISTENT REDUCTION OVER THE YEARS BUT THERE WAS A SMALL INCREASE OBSERVED FROM 2023 TO 2025 (FROM 3.4% TO 3.8%).

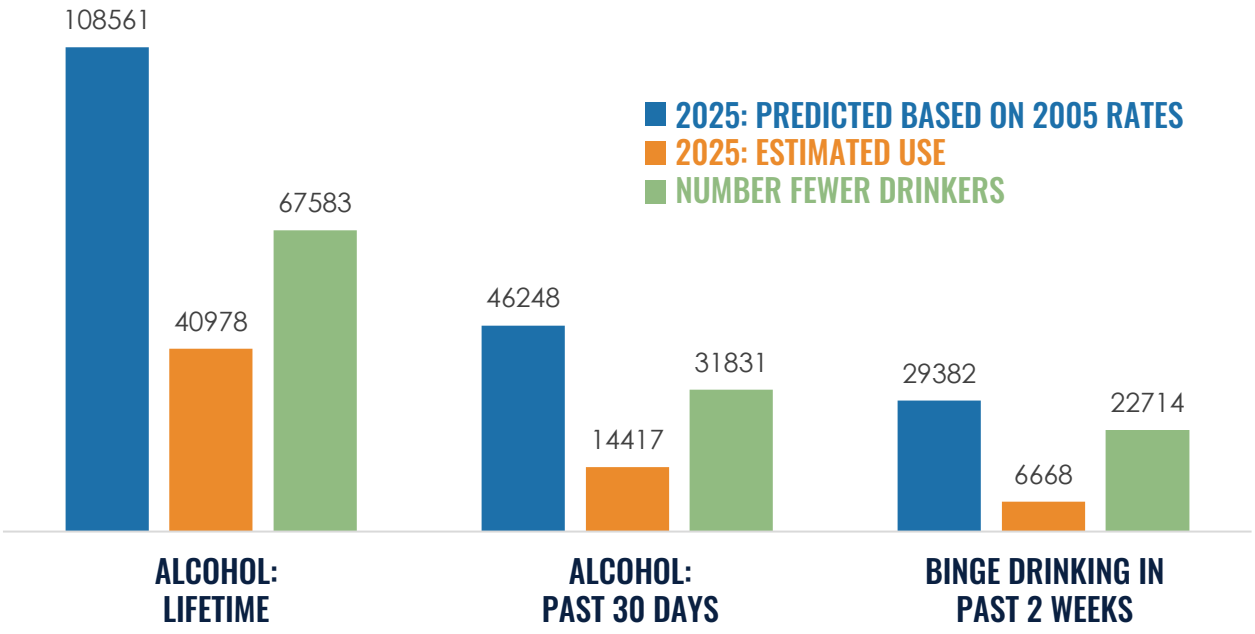
This is the first increase in 30-day use since the PE campaign began and may indicate that rates are approaching a floor—something prevention experts have long anticipated given how low Utah's rates already are relative to national averages.

AT PRESENT, UTAH'S 30-DAY YOUTH ALCOHOL USE RATE IS ABOUT ONE-THIRD OF THE NATIONAL RATE.

WHAT THE NUMBERS REALLY MEAN: HEALTHIER BRAINS, BRIGHTER FUTURES

FEWER YOUTH DRINKERS IN 2025

ESTIMATED NUMBER FEWER YOUTH DRINKERS IN 2025 AS A RESULT OF DECREASING ALCOHOL USE RATES IN UTAH FROM 2005 TO 2025



*Estimates based on alcohol use rates obtained through the Student Health and Risk Prevention (SHARP) survey data, and school enrollment data obtained through the Utah State Board of Education.

The chart shows the lower rate of alcohol use observed in 2025 meant that there were:

67,583
fewer youth who used alcohol at least once in their lifetime.

31,381
fewer youth who used alcohol in the past 30 days.

22,714
fewer youth who engaged in binge drinking.

WHILE UTAH'S LOW RATES OF UNDERAGE DRINKING ARE WORTHY OF CELEBRATION, THEY DON'T MEAN THE PROBLEM HAS DISAPPEARED. AN ESTIMATED 14,417 YOUTH STILL USED ALCOHOL IN THE PAST 30 DAYS.

30-DAY YOUTH ALCOHOL USE RATE BY REGION

LOCAL SUBSTANCE ABUSE AUTHORITY	YOUTH ALCOHOL USE RATE %		
	2021	2023	2025
Summit County	6.6	14.0	10.7
Tooele County	4.8	3.5	5.5
Northeastern *(Daggett, Duchesne, Uintah counties)*	6.4	4.2	5.4
Salt Lake County	4.8	5.0	5.1
Four Corners District *(Carbon, Emery, Grand counties)*	7.4	5.4	4.9
Weber-Morgan *(Weber and Morgan counties)*	7.0	3.6	4.5
Southwest *(Beaver, Garfield, Iron, Kane, Washington counties)*	5.4	4.3	4.0
State Average	4.3	3.4	3.8
Central Utah *(Juab, Millard, Piute, Sanpete, Sevier, Wayne counties)*	5.4	2.4	2.9
Utah County	2.4	1.8	2.6
Wasatch County	3.7	2.5	2.4
Bear River *(Box Elder, Cache, Rich counties)*	3.2	1.7	2.3
Davis County	3.4	1.7	2.1
San Juan County	1.1	0.5	1.8

*Regional variations reflect local factors including population size, tourism, and survey participation rates. The campaign uses this data to prioritize community-level strategies.

PARENTS EMPOWERED IS A COORDINATED EFFORT BETWEEN MULTIPLE AGENCIES, ALL WORKING TOWARD THE COMMON SHARED GOAL TO PREVENT AND REDUCE UNDERAGE DRINKING IN UTAH.



02 MEDIA CAMPAIGN

MEDIA CAMPAIGN

Throughout the 2025–2026 campaign year, Parents Empowered delivered a statewide media and community education campaign across multiple channels. Each strategy was measured for effectiveness to ensure the campaign continued to reach Utah parents and drive meaningful results. As the campaign transitions to a new agency partner, a detailed media summary will be included in next year's report. The following slides highlight the campaign's creative approach, objectives and community impact.



CAMPAIGN APPROACH –
"SMALL MOMENTS. BIG INFLUENCE"

THE INSIGHT:
Parents don't realize how much their everyday words and actions shape their kids' decisions about alcohol.

THE APPROACH:
Show parents that small, consistent moments – chatting at dinner, setting clear rules, simply being present – are high-impact moves that help keep kids alcohol free.

CREATIVE EXAMPLES: VIDEO



"BIG BACON"
Click here to watch video



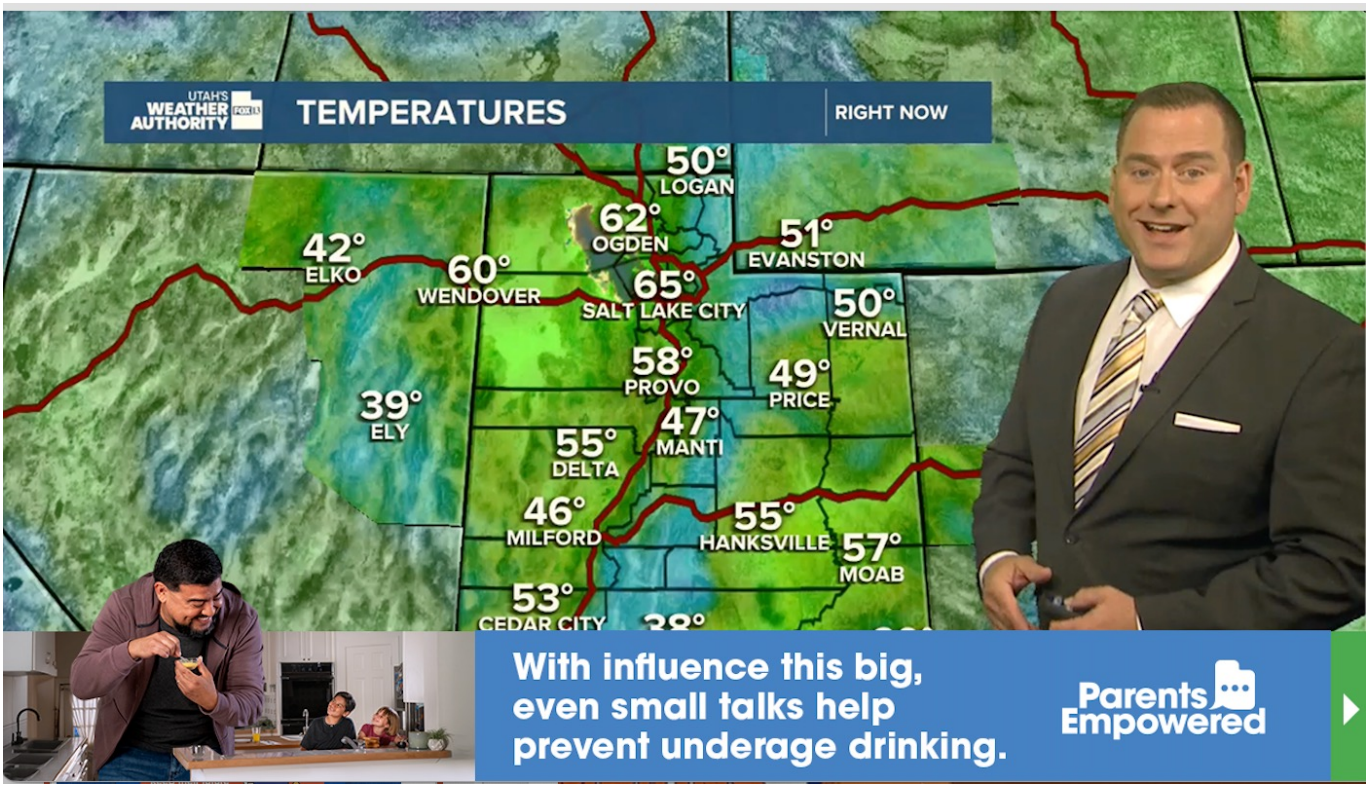
"BIG SHOT"
Click here to watch video



"CAMPING"
Click here to watch video

This strategic approach was delivered across television, digital, streaming, and community channels throughout FY2026."

LOCAL NEWS PARTNERSHIPS



DISPLAY BANNERS







03

COMMUNITY INITIATIVES

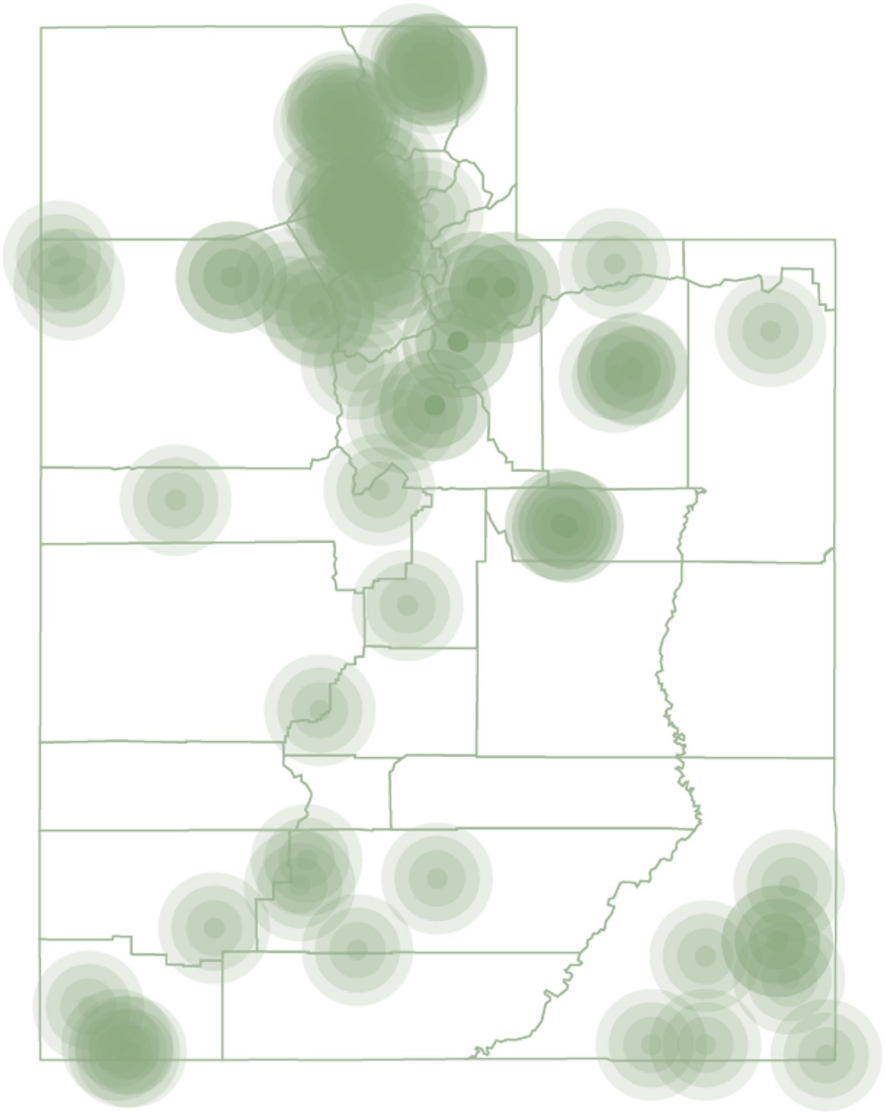
EMPOWERING LOCAL COMMUNITIES TO PREVENT UNDERAGED DRINKING

REACHING EVERY UTAH CHILD, WHEREVER THEY LIVE.

OVER 110

local Community Partnership Projects, Statewide, over the past five years.

PLEASE NOTE:
Dark green circles indicate areas where multiple Community Partnership Projects have been completed across the past 5 years.



COMMUNITY INITIATIVES - 2025

A primary reason for the ongoing success of Parents Empowered is the support offered by the 13 Local Substance Abuse Authorities (LSAA) through the Parents Empowered Community Partnership Project (CPP) program. The prevention coordinators not only provide an on-the-ground approach for the campaign, taking the prevention tactics to a local level, but they also serve as influential ambassadors to the Parents Empowered social initiative.

CREEK VALLEY Water Canyon High School

KEARNS Local Film Festival and community video endorsements

MILLCREEK Block Party and community skate and Health night

NORTHEASTERN Skatepark and ballpark messages

NORTHERN CACHE Ballpark and Pickleball signage

RICH COUNTY Garden City Fire Department Mural

SAN JUAN COUNTY Monument Valley and Monticello signage

STANSBURY PARK Pool and Pavillion

SUMMIT COUNTY County-wide messaging

UTAH COUNTY Rec center and activity pool messaging

WEBER COUNTY Pickleball family night event

WENDOVER Garbage truck and health clinic

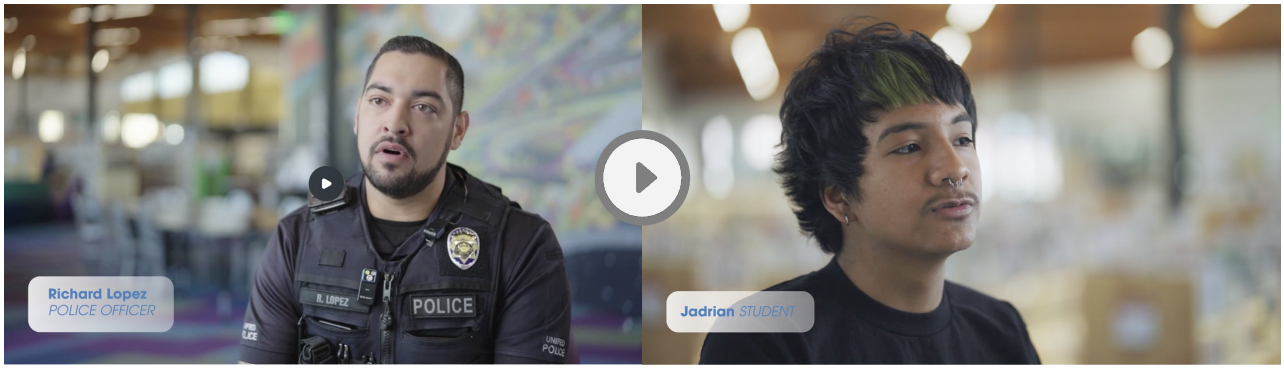
CREEK VALLEY Water Canyon High School



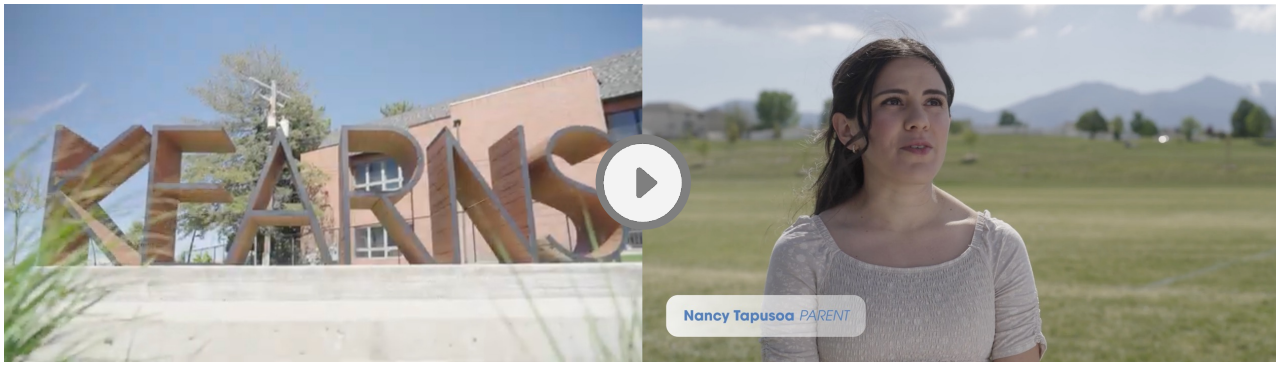


KEARNS Local Film Festival and community video endorsements

PARENTS KEARNS DABS SOCIAL

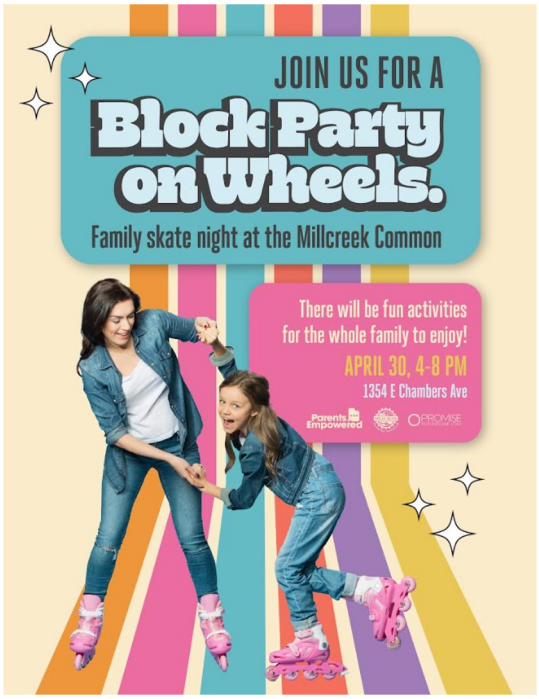


COMMUNITY KEARNS DABS SOCIAL



MILLCREEK Block Party and community skate and Health night





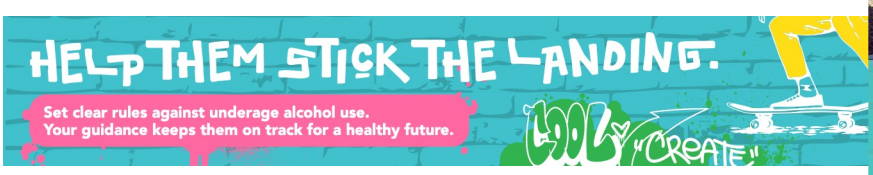
EVENT FLYER

NORTHEASTERN Skatepark and Ballpark Messaging











NORTHERN CACHE Ballpark and Pickleball signage

NORTHERN CACHE CARES COMMUNITY PARTNERSHIP PROJECT IN PARTNERSHIP WITH SMITHFIELD RECREATION

Northern Cache Cares booth at Smithfield Health Days





Parents Empowered Signs at Forrester Acres







RICH COUNTY Garden City Fire Department Mural









SAN JUAN COUNTY Monument Valley and Monticello signage









SAN JUAN COUNTY Monument Valley and Monticello signage



STANSBURY PARK Pool and Pavillion





SUMMIT COUNTY County-wide messaging

















UTAH COUNTY Rec center and activity pool messaging





WEBER COUNTY Pickleball family night event

WEBER COMMUNITIES THAT CARE









WENDOVER Garbage truck and health clinic









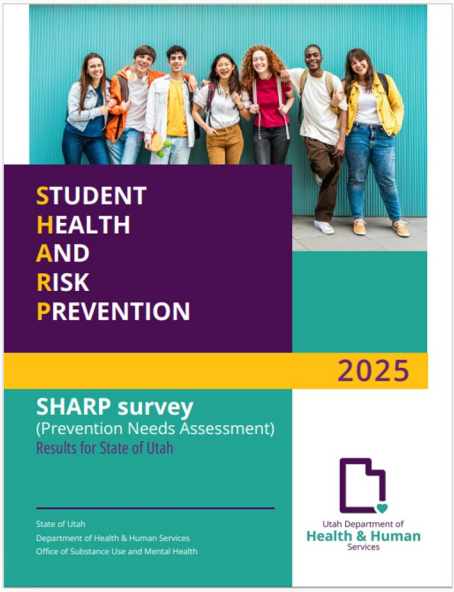
04

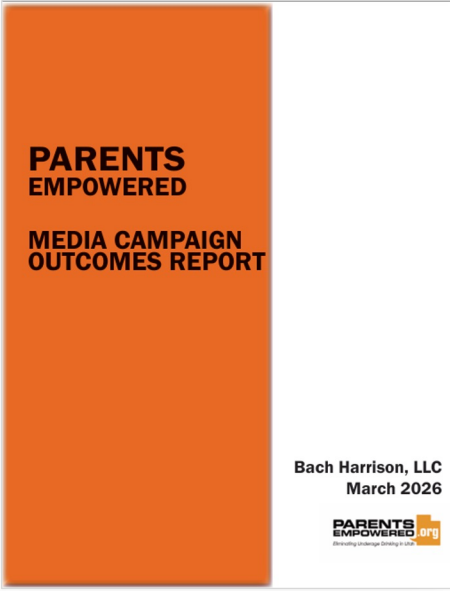
DATA & EVALUATION

DATA & EVALUATION

To ensure the Parents Empowered campaign is meeting its underage drinking prevention goals, the campaign utilizes three primary data sources:

- **SHARP SURVEY** — a student survey of self-reported underage drinking measures, and risk and protective factors for substance abuse.
- **PARENT TRACKING SURVEY** — a survey of parents with kids ages 9–16.
- **OUTCOMES REPORT** — Independent evaluation of the campaign's ability to affect parental attitudes and behaviors surrounding underage drinking.







UTAH SUMMARY



All measures of underage drinking continue to be favorable. While there was a small increase observed in 30-day use (for the first time), lifetime use and binge drinking both continued to decrease.

Translating the use rate percentages to numbers of students over the past two decades (since 2005), it is estimated that:

67,583
fewer Utah youth have ever tried alcohol.

31,831
fewer youth are regular underage drinkers.

22,714
fewer Utah youth have experienced binge drinking.

THE PARENTS EMPOWERED CAMPAIGN IS HELPING TO PROVIDE HEALTHIER, HAPPIER, ALCOHOL-FREE FUTURES FOR TENS OF THOUSANDS OF UTAH CHILDREN AND THEIR PARENTS.



05

DPS HIGHWAY SAFETY OFFICE
EASY REPORT 2026

EASY EXECUTIVE SUMMARY

The Eliminating Alcohol Sales to Youth (EASY) compliance check program aims to prevent **alcohol sales to minors** at off-premise retail locations through a combination of mandatory training and a robust system of compliance check enforcement.

In FY2026, the program achieved a retailer **compliance (pass) rate of 97.26%**, a slight increase from the previous year.

The program's strong performance continued even as active participation **decreased from 33 to 28 law enforcement agencies**.

A key challenge is encouraging participation from all law enforcement agencies across the state to conduct **four compliance checks annually** to ensure consistent retailer vigilance.



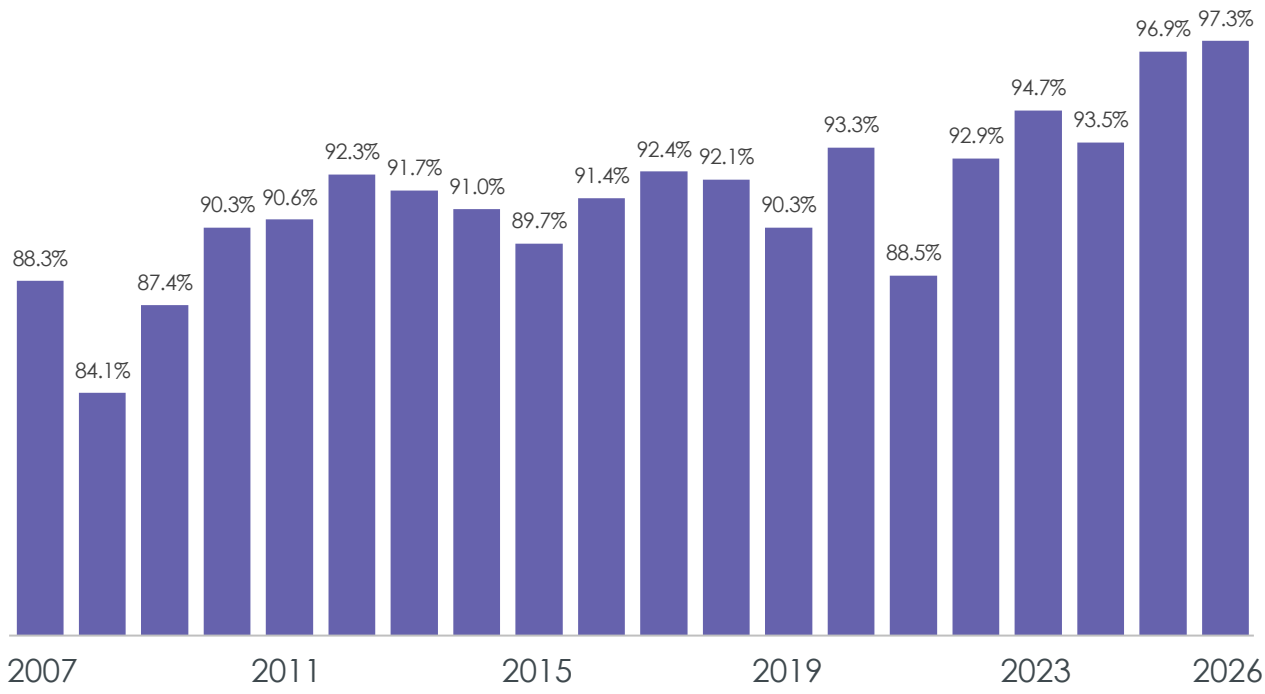
IN SUMMARY

The EASY program has been highly effective in equipping frontline staff with the knowledge to prevent alcohol sales to minors and in ensuring a high rate of retailer compliance. The program's ongoing success depends on increasing the number of participating law enforcement agencies and empowering them to conduct regular, consistent compliance checks.

EASY EXECUTIVE SUMMARY COMPLIANCE CHECK RATES

In FY2026, the program achieved a retailer **compliance (pass) rate of 97.26%**, a slight increase from the previous year.

RETAILER COMPLIANCE RATE BY FISCAL YEAR





RETAIL CLERK EASY TRAINING

eliminating alcohol sales to youth E.A.S.Y.

Retail clerks are considered the primary defense against underage alcohol sales. To strengthen this, the EASY law mandates standardized, state-approved training for all individuals involved in selling or overseeing alcohol sales.

The Utah Department of Health and Human Services' Office of Substance Use and Mental Health (SUMH) is responsible for certifying training providers and programs for those selling beer and other alcoholic beverages in Utah. Trainers require recertification every three years. In FY 2026, 33 trainers were certified or recertified.



As of May 2023, all retail clerks must be trained before selling alcoholic beverages and recertify at least every three years.

42,637
RETAIL CLERKS
were certified or recertified by SUMH during FY2026.

A TRACKING SYSTEM
is maintained by SUMH for retail clerk certification and citation information for law enforcement and retailers.

31
RETAIL CLERK CITATIONS
were reported by SUMH during FY2026

TRAINING REQUIREMENTS

Retail clerk training is delivered by private companies or individuals utilizing trainers and curricula approved by SUMH. Training classes must be a minimum of one hour and cover:

- Alcohol as a drug and its effects on the body and behavior.
- Utah's laws concerning responsible alcoholic beverage sales.
- How to identify a problem drinker and signs of intoxication.
- How to verify valid identification.
- Strategies for handling difficult customers and terminating sales.

These training sessions incorporate elements from the 2007 Surgeon General's Call to Action to Prevent and Reduce Underage Drinking, emphasizing the importance of restrictions on adolescent access to alcohol to prevent and reduce underage alcohol use and its consequences. Retailers statewide, from small businesses to large corporations, have complied with these training requirements.

RETAIL MANAGEMENT EASY TRAINING

Retail management is required to complete mandatory training conducted by the Department of Alcohol Beverage Services (DABS). This training does not expire and remains valid for the manager regardless of future employment changes.

DABS also conducts violation training for licensees who incur a second violation within a three-year period, as per Utah Code 32B-1-7. The violator and all operational managers must attend this training. Law enforcement officers are also welcome to attend.

1,048
MANAGERS
were trained for off-premise beer licenses during FY2026.

3
OFF-PREMISE LICENSES
received violation training, with a total of 14 operational managers attending.

~1,695
ACTIVE OFF-PREMISE LICENSEES
operated during FY2026.

2025 SHARP RESULTS

Results from the 2025 Student Health and Risk Prevention Survey indicate a continued overall decline in lifetime alcohol use among all grades, decreasing from **11.2% to 10.9%**, with the most significant reduction among 12th graders. Binge drinking among 12th graders decreased from **4.1% to 3.4%**, and across all grades, it slightly dropped from **2.1% to 1.8%**, highlighting the ongoing importance of preventing youth access to alcohol.

THE EASY PROGRAM

The core objective of the EASY program is to limit the retail supply of alcohol to minors at off-premise consumption retail locations through comprehensive training and robust enforcement.

Standardized and mandatory training for retail employees and management has equipped front-line staff with the necessary knowledge to prevent sales to minors. Funding provided to local law enforcement agencies enables them to conduct alcohol compliance checks, thereby overcoming common obstacles to such checks. Overall, Utah's law enforcement agencies and retailers continue to support the EASY program.

The Utah Department of Public Safety's Highway Safety Office (HSO) manages the compliance check aspect of EASY. As mandated by statute, the HSO collects data, analyzes results, and maintains records related to compliance checks conducted by law enforcement under the EASY program.

SUCCESSES & CHALLENGES

In FY 2026, participation dropped slightly from 33 agencies in FY 2025 to 28. Correspondingly, total compliance checks fell from 1,384 to 1,312, though the retailer compliance rate saw a minor improvement, moving from 96.91% in FY 2025 to 97.26% in FY 2026.

	FY2025	FY2026
PARTICIPATING AGENCIES	33	28
COMPLIANCE CHECKS	1,384	1,312
RETAILER COMPLIANCE RATE	96.91%	97.26%

ALCOHOL ENFORCEMENT TEAM

The State Bureau of Investigations Alcohol Enforcement Team (AET) conducts off-premise compliance checks at DABS and package agency locations statewide and also performs checks upon request from law enforcement agencies. FY 2026 marked the fifth year AET submitted data on their conducted checks.

COMPLIANCE CHECK FREQUENCY

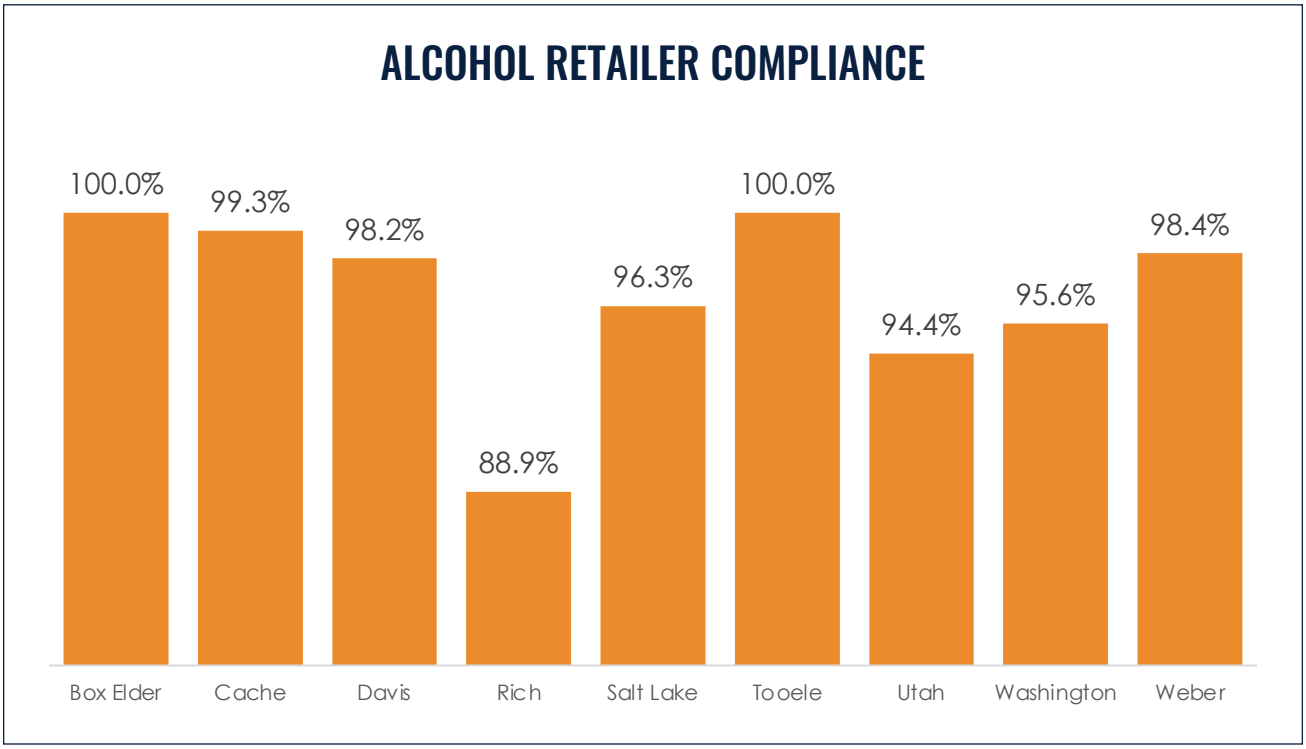
According to Utah Code 77-39-101, law enforcement can check each retail location four times per rolling calendar year. In FY 2026:

41%	26%	22%	11%
11 AGENCIES	7 AGENCIES	6 AGENCIES	3 AGENCIES
conducted checks four times	conducted checks three times	conducted checks two times	conducted checks once

TWO AGENCIES conducted educational visits at their retail locations.
The goal is to encourage all agencies to conduct four compliance checks annually.

SUCCESSES & CHALLENGES

COMPLIANCE BY COUNTY

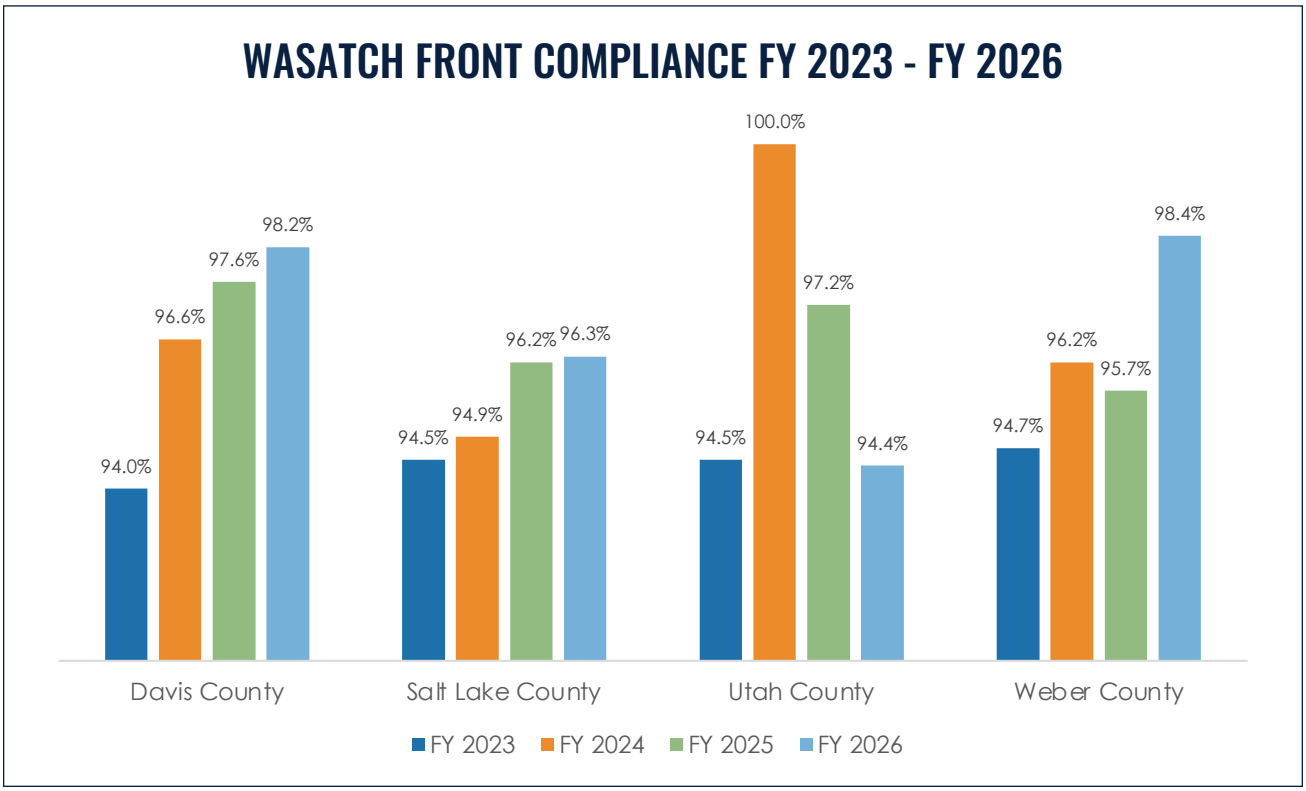




SUCCESSES & CHALLENGES

COMPLIANCE CHECK STATISTICS

Over half of the participating agencies are concentrated along the Wasatch Front, which aligns with Utah's majority population distribution.



A total of 27 law enforcement agencies performed 1,312 compliance checks during FY 2026. The compliance (pass) rate rose to 97.26%.

The Alcohol Enforcement Team conducted 7 compliance checks during FY 2026, achieving a 100% compliance (pass) rate.

STATISTICAL OBJECTIVE

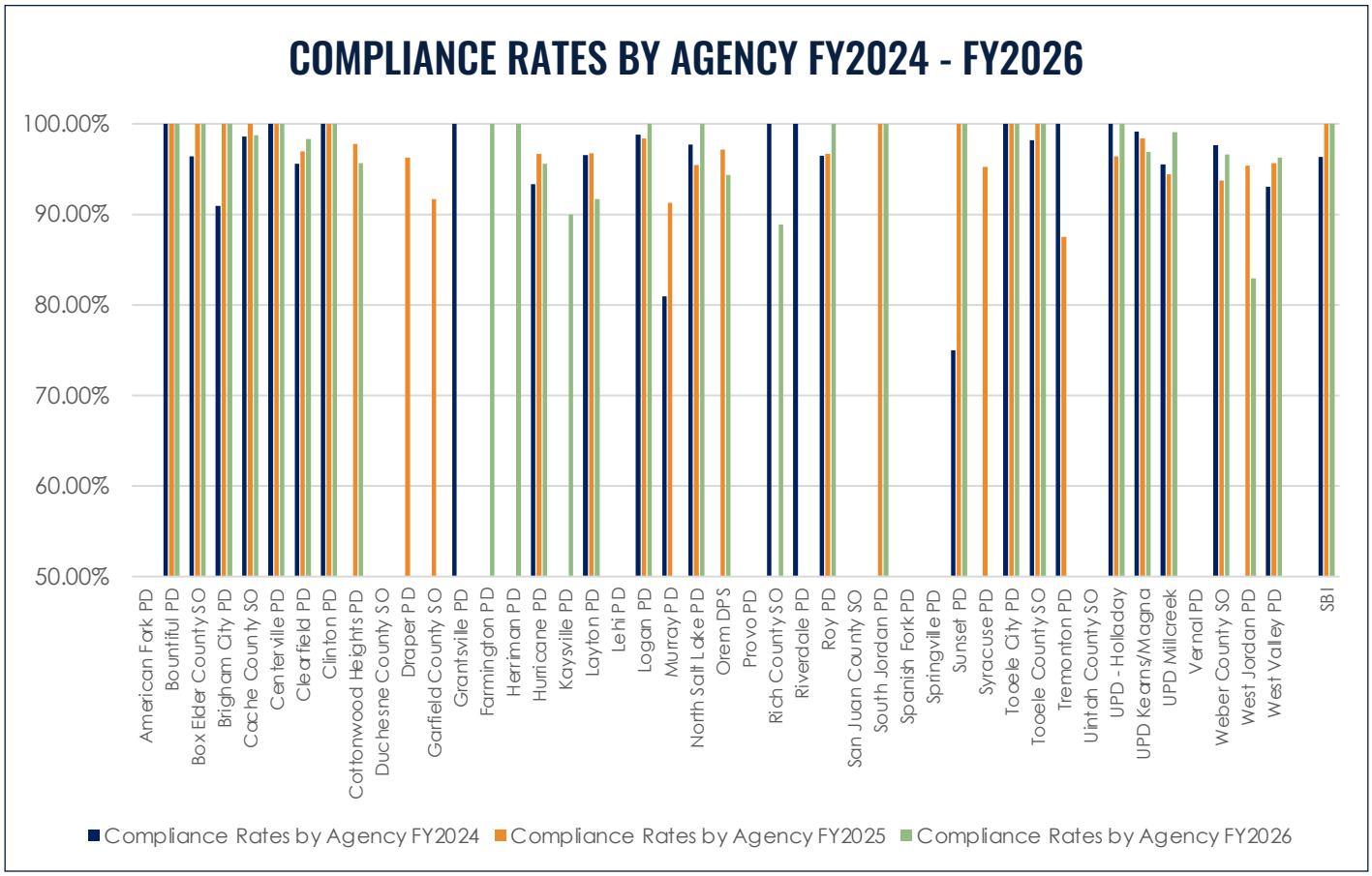
The statistical objective is to maintain a compliance rate exceeding 95% while simultaneously increasing the number of participating law enforcement agencies.

SUCCESSES & CHALLENGES

COMPLIANCE CHECK ANALYSIS

Prior to EASY's July 2006 launch, off-premise retailer compliance was around 60%. Compliance rose steadily until FY 2021, when COVID-19 restrictions reduced compliance checks to 476, causing pass rates to drop to 88.45% due to reduced vigilance. Pass rates have since recovered and continue to increase.

Although FY 2026 showed an decrease in participating agencies, the number of compliance checks held steady at 1,312, and the compliance rate slightly increased to 97.26%.



SUCCESSES & CHALLENGES

LAW ENFORCEMENT TRAINING

In FY 2026, statewide law enforcement training continued steadily during the transition of the previous program manager to the new one.



In September 2025, the Salt Lake County Health Department organized an annual EASY refresher training session for all law enforcement agencies operating within the county. Training was also provided for **Saratoga Springs**, **Bluffdale**, **Draper**, **Salt Lake City**, and **Riverton** Police Departments. Highway Safety will continue to conduct training for law enforcement agencies to increase participation in the program to Eliminate Alcohol Sales to Youth.

LOOKING AHEAD

Highway Safety will continue to conduct training for law enforcement agencies to increase participation in the program to Eliminate Alcohol Sales to Youth.


Parents Empowered.org
Department of Alcoholic Beverage Services
eliminating alcohol sales to youth
E.A.S.Y.
Department of Public Safety